

# Emburse<sup>®</sup> Brand Guidelines



# A message from our CMO

The Emburse brand is a representation of our global presence. It reflects our brand promise—to humanize work—our core values, and the collective impact we have with our audiences. It summarizes who we are and what we stand for—now and into the future. As such, every interaction matters, and can strengthen our brand over time.

This brand guide illustrates how to work with our brand assets and elements properly. Using it consistently promotes a cohesive brand experience for existing and potential customers, investors, media, analysts, partners, and Emburse employees.

Our brand guidelines are a living, breathing part of who we are. They will evolve as our company grows and adapts to a dynamic marketplace. Please be sure to utilize the latest version and apply these guidelines as you create content and communicate with internal and external constituents.

For further information or to obtain artwork, please contact [brand@emburse.com](mailto:brand@emburse.com).



Grant Johnson, CMO

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# Logo

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## Primary Logo

The Emburse logo is a crucial component of our brand identity. Custom lettering and the icon design help convey that we are approachable, established, and confident.

Consistent usage is critical to our brand's success. Therefore, all communications should carry the approved artwork.

The primary logo is designed to be placed over white or light-colored backgrounds.

Never recreate, redraw, or alter the logo.

[Download Logo Kit](#)

If you need a specific logo size that isn't already in our Logo Kit, submit a logo request here:

[Logo Request Form](#)



# Registration Mark

Any marks that have been registered with the US Patent Office (USPTO) should be followed by a registration symbol ®. Any marks that have not be formally registered with the USPTO should be followed by a ™ symbol. These symbols indicate ownership of the mark by Emburse, Inc. and helps us to establish goodwill in our brand and intellectual property.

The following are some general guidelines for using the trademark symbols.

## Placement

When using the Emburse trademark, place the registered symbol (®) in superscript in the upper-right hand corner.

In all instances, the ® or ™ should follow the trademark in close proximity.

## Frequency

Using the registration symbol with the first and/or most prominent instance of the mark is most important; and at the top of every new page. You don't have to use the symbol every time you use the name Emburse. Repeated use of trademark symbols can become cluttered.

Example 1: Welcome to modern spend management

Emburse® helps make your life—and your business—better. You can now use Emburse products in over 90 languages and 130 currencies.

Example 2: Emburse® humanizes work

The Emburse portfolio provides intuitive expense management and AP solutions to keep you ahead of change.

## Printed materials

Use the same frequency guidelines for printed collateral like datasheets, white papers, and case studies.

## Digital content

Use the same frequency guidelines for digital collateral like web pages and press releases.

## Social media

You can forgo the registration guidelines on organic social media posts to maintain a more human tone. For paid social advertising, please follow the placement and frequency guidelines.

## Swag

The registration mark should be used when the logo appears at 1" wide or larger on giveaway items or branded company swag.

The registration mark **should not** be used on embroidered clothing. The logo without the registration mark should appear on embroidered clothing at 3" wide.

## Clear Space & Sizing

The Emburse logo emphasizes our simplicity and flexibility.

Our logo's underlying grid is based on the "E" icon, which also serves as a guide for appropriate clear space.

When applying the logo in communications, make sure to maintain clear space around the logo that is at least the size of the "E" icon. Note that the registration mark (®) should not be considered when calculating the clear space.

Please note that in certain situations where the logo will be printed at a size under 1" wide, it is acceptable to not use the ® mark.



## LOGO

### “E” Icon

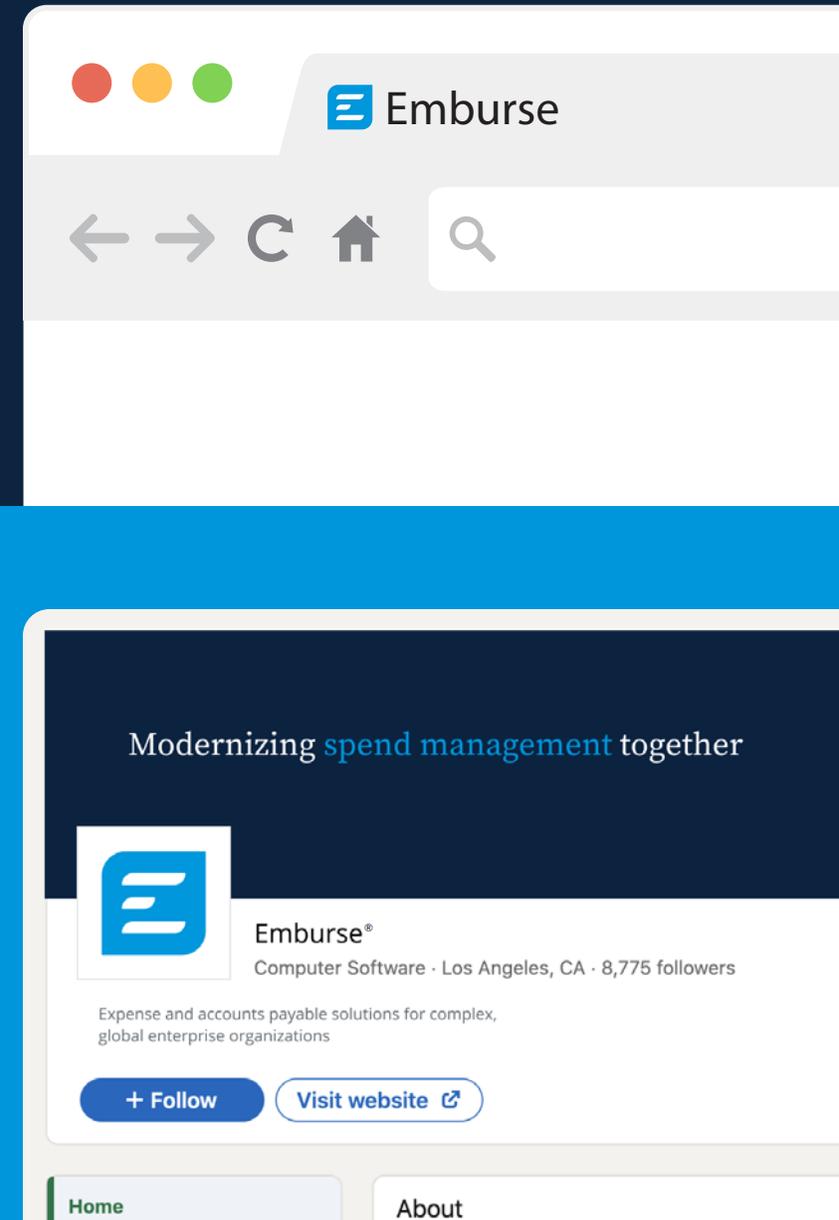
The secondary Emburse logo consists of the “E” icon, an abstract representation of our core services: expense, travel, and credit cards.

Never use the “E” icon to create another logo or branding.

[Download Logo Kit](#)

If you need a specific icon size that isn't already in our Logo Kit, submit a logo request here:

[Logo Request Form](#)



## Color Variations

The Emburse logo should only appear in our primary brand colors, with the exception of an all-black logo. The all-black logo is approved for use in special circumstances where only black and white printing is available.

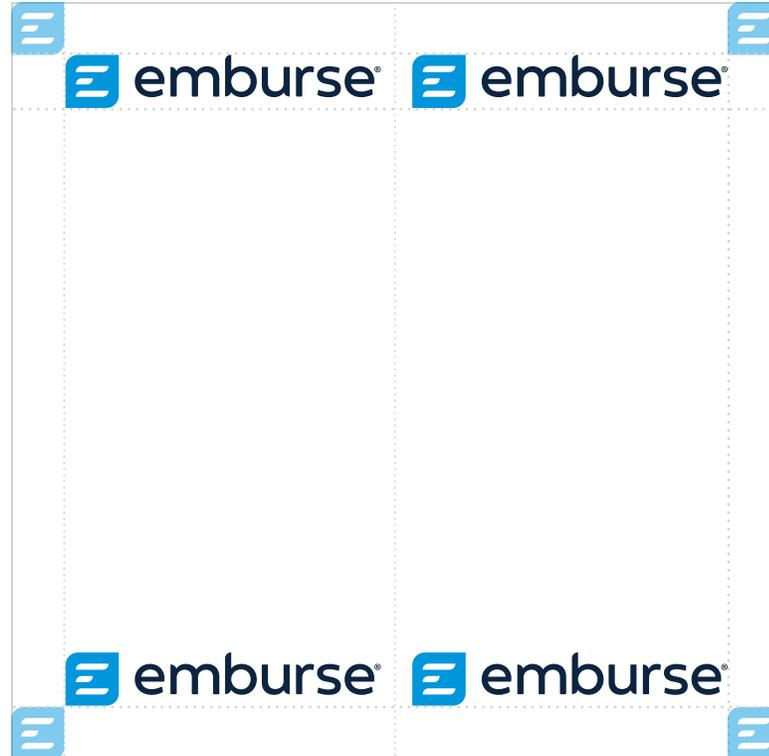
Use the full white or white and blue variant when placing it over dark backgrounds or photography.

Ensure the logo is placed on the darkest part of a photograph and isn't covering any faces.



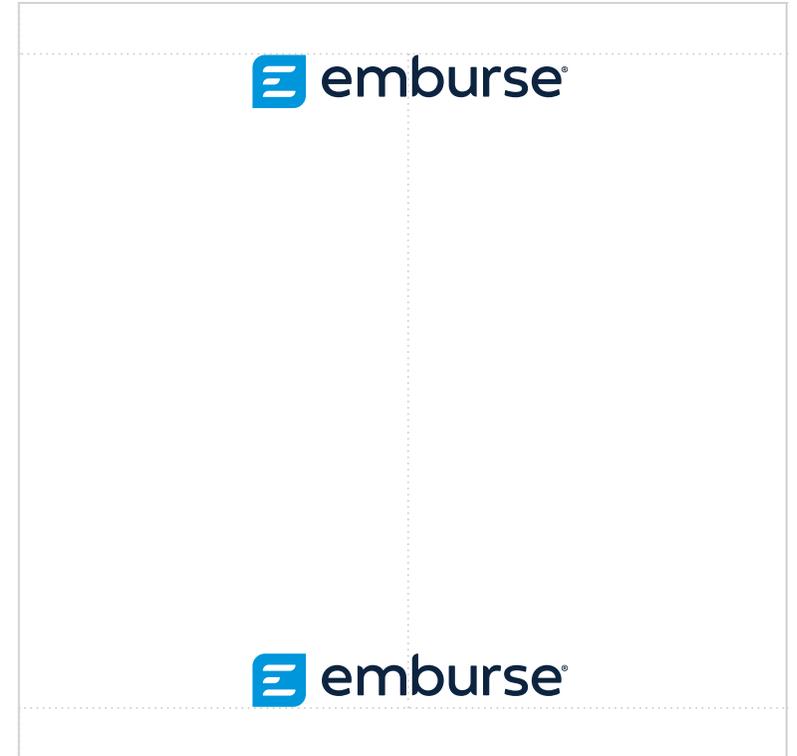
# Positioning

The Emburse logo has the flexibility to be placed in various layouts.



## Corner Aligned

Use the width of the “E” icon to set the minimum width of the margins. Do not consider the ® when aligning the logo or setting clear space. Please use the “e” on either side of the logo.



## Center Aligned

When the layout is center aligned, the logo should be as well. Please base the center alignment on the wordmark. Do not include the ® as part of the total width.

## Logo Misuse

As part of the brand kit, you will have access to a variety of logo options you can use in communications.

To maintain consistency, **do not alter the logo in any way.**

Here are some examples of what you should not do to the logo.

Do **not** resize disproportionately



Do **not** use the electric blue icon on an electric blue background



Do **not** remove logo components



Do **not** include flags next to the Emburse logo



Do **not** add unapproved elements or words



Do **not** change or swap colors



## Icon Misuse

As part of the brand kit, you will have access to a variety of icon options you can use in communications.

To maintain consistency, **do not alter the icon in any way.**

Here are some examples of what you should not do to the icon.

Do **not** skew or resize disproportionately



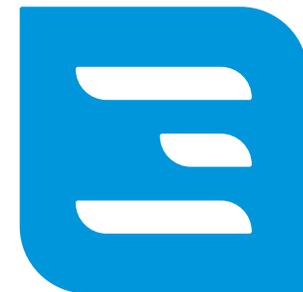
Do **not** add to another word or unapproved logo



Do **not** change the colors



Do **not** alter the icon in any way



# Color

- 14** Primary Palette
- 15** Secondary Palette
- 16** Supporting Palette

## COLOR

# Primary Palette

The Emburse primary palette consists of four colors. They form the foundation of Emburse-branded content.

### Primary palette usage break down:

- Rich Blue—50%
- Electric Blue—25%
- Purple Navy—15%
- Ruby Red—10%

## Rich Blue

CMYK: 100, 66, 0, 76  
RGB: 12, 35, 64  
HEX: #0C2340  
PMS: 289 C

## Electric Blue

CMYK: 91, 17, 0, 0  
RGB: 0, 151, 220  
HEX: #0097DC  
PMS: 2192 C

## Purple Navy

CMYK: 100, 74, 0, 45  
RGB: 0, 47, 108  
HEX: #002F6C  
PMS: 294 C

## Ruby Red

CMYK: 25, 100, 47, 7  
RGB: 178, 31, 89  
HEX: #B21F59  
PMS: 215 C

## COLOR

# Secondary Palette

Our secondary color palette adds more variety and life to the brand. These options support our primary colors and should be used sparingly.

See our product line guidelines on page 24 for more information on secondary color usage.

Please email [brand@emburse.com](mailto:brand@emburse.com) if you have any questions about using the secondary color palette or if you require further assistance.

### Ruby Red

CMYK: 25, 100, 47, 7  
RGB: 178, 31, 89  
HEX: #B21F59  
PMS: 215 C

### Carrot Orange

CMYK: 0, 73, 85, 0  
RGB: 244, 99, 58  
HEX: #F4633A  
PMS: 2026 C

### Daisy Yellow

CMYK: 0, 35, 90, 0  
RGB: 251, 176, 52  
HEX: #FBB034  
PMS: 143 C

### Sea Green

CMYK: 79, 0, 91, 0  
RGB: 53, 181, 87  
HEX: #35B557  
PMS: 2257 C

### River Teal

CMYK: 100, 3, 49, 0  
RGB: 0, 161, 157  
HEX: #00A19D  
PMS: 3272 C

### Midnight Green

CMYK: 94, 12, 43, 49  
RGB: 13, 83, 88  
HEX: #0D5358  
PMS: 7721 C

### Indigo Blue

CMYK: 91, 35, 0, 55  
RGB: 10, 74, 114  
HEX: #0A4A72  
PMS: 2210 C

### Sapphire Blue

CMYK: 100, 56, 0, 3  
RGB: 0, 94, 184  
HEX: #005EB8  
PMS: 300 C

### Sky Blue

CMYK: 58, 0, 0, 0  
RGB: 80, 192, 232  
HEX: #50C0E8  
PMS: 2985 C

### Royal Purple

CMYK: 59, 90, 0, 0  
RGB: 127, 63, 152  
HEX: #7F3F98  
PMS: 2082 C

### Tea Rose

CMYK: 0, 50, 42, 0  
RGB: 246, 151, 133  
HEX: #F69785  
PMS: 486 C

### Silver Pink

CMYK: 0, 2, 3, 5  
RGB: 241, 236, 234  
HEX: #F1ECEA  
PMS: 663 C

## Supporting Palette

Additionally, the Emburse brand has a supporting color palette containing Rich Blue and variations of grey. These colors are limited to typography and background design elements only.

### Rich Blue

CMYK: 100, 66, 0, 76  
RGB: 12, 35, 64  
HEX: #0C2340  
PMS: 289 C

### Charcoal Grey

CMYK: 74, 50, 31, 36  
RGB: 74, 83, 99  
HEX: #4A5363  
PMS: 7545 C

### Light Grey

CMYK: 18, 12, 13, 0  
RGB: 208, 211, 212  
HEX: #D0D3D4  
PMS: 427 C

### Platinum Grey

CMYK: 3, 2, 2, 0  
RGB: 245, 245, 245  
HEX: #f5f5f5  
PMS: 656 C

# Typography

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- 19** Lato
- 20** Print & Digital Collateral Hierarchy
- 21** Website Hierarchy
- 22** Formatting Text & Usage

## Source Serif Pro

Headers and subheaders utilize Source Serif Pro set in the Rich Blue color.

These are the fonts for Emburse and all portfolio offerings.

[Download Source Serif Pro](#)

Source Serif Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ123  
abcdefghijklmnopqrstuvwxyz  
1234567890

Source Serif Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ123  
abcdefghijklmnopqrstuvwxyz  
1234567890

Source Serif Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ123  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Lato

Body copy, subheaders, and small labels use the typeface Lato.

For body copy, the type can be set in Charcoal Grey or Rich Blue. For subheaders and labels, the type can be set in Rich Blue, Charcoal Grey, or Light Grey.

These are the fonts for Emburse and all portfolio products.

[Download Lato](#)

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ123  
abcdefghijklmnopqrstuvwxyz  
1234567890

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ123  
abcdefghijklmnopqrstuvwxyz  
1234567890

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ123  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Print & Digital Collateral Hierarchy

A combination of Source Serif Pro and Lato creates dynamic, legible, visually appealing text in our print and digital collateral.

Use this example to create a consistent typographical hierarchy for printed collateral. As with the digital content, your header serves as a sizing guide for all subsequent copy.

## Examples of collateral:

Brochures, direct mailers, leave-behinds, booth graphics, event banners, product sheets, informational sheets, presentations, e-books, social graphics, digital ads, etc.

**Header @ 100%**  
Source Serif Pro Regular

# Welcome to **modern spend** management

**Subheader 1 @ 50%**  
Lato Regular

Empowering businesses with trusted expense management and AP automation solutions so they can focus on what matters most.

**Label @ 21%**  
Lato Bold

**ABOUT EMBURSE®**

**Subheader 2 @ 50%**  
Lato Bold

## **Our approach**

**Section Header @ 40%**  
Source Serif Pro Regular

### **Empower employees**

**Body Copy @ 26%**  
Lato Light

Our mission is to humanize work by automating manual tasks, empowering employees, and saving time, so you can focus on what matters most—your family, community, and more rewarding work.

**Pull Quote @ 50%**  
Source Serif Pro Regular

**“It’s exciting to partner with an innovative organization that is so focused on their customers.”**

## Website Hierarchy

A combination of Source Serif Pro and Lato creates dynamic, legible, visually appealing text in our print and digital collateral.

Use this example to create a consistent typographic hierarchy for Emburse.com. As a general rule, your header serves as a sizing guide for all subsequent copy.

**Header @ 100%**  
Source Serif Pro Regular

Welcome to **modern**  
**spend** management

**Label @ 25%**  
Lato Light

About Emburse®

**Subheader 1 @ 75%**  
Lato Heavy

**Our approach**

**Section Header 2 @ 40%**  
Lato Heavy

**Empower employees**

**Body Copy @ 25%**  
Lato Light

Our mission is to humanize work by automating manual tasks, empowering employees, and saving time, so you can focus on what matters most—your family, community, and more rewarding work.

**Pull Quote @ 50%**  
Source Serif Pro Regular

“It’s exciting to partner with an innovative organization that is so focused on their customers.”

## Formatting Text & Usage

Consistency is critical when establishing a brand—right down to the way we format and punctuate text. In addition to the typographical hierarchies for digital and print, follow these formatting guidelines in all digital and print content.

Though not yet standardized, we favor the **AP Stylebook** to inform usage choices in our collateral.

### Questions?

This is a living document that may evolve with time. Exceptions may be made depending on unique circumstances. Contact [brand@emburse.com](mailto:brand@emburse.com) with any questions you may have about typographic hierarchies or text styling and format.

### CAPITALIZATION FORMATS

#### Title case

- Title pages of published documents (whitepapers, case studies, event and webinar titles, blog posts, podcast episodes, etc.) are title cased
- Section divider slides in presentation decks

#### Sentence case

- Headlines/headers
- Subheaders
- Section headers
- Emails (subject lines and body)
- Presentation deck slides
- Pull quotes

#### All caps

- CTA button text

### PUNCTUATION USAGE

#### Don't use punctuation for:

- Headlines
- Labels
- Section headers
- Bulleted lists

Example: Welcome to modern spend management

#### Use punctuation for:

- Subheaders

Example: The solution that puts you in control of your organization's spend.

#### Use oxford/serial commas:

- Always

Example: Tailored solutions for companies of all different sizes, industries, and geographies.

# Emburse Portfolio

- 24** Emburse Abacus
- 25** Emburse Captio
- 26** Emburse Cards
- 27** Emburse Certify
- 28** Emburse Chrome River
- 29** Emburse Go
- 30** Emburse Nexonia
- 31** Emburse Spend
- 32** Emburse Tallie

# Emburse Abacus

The Emburse Abacus logo lockup must appear as shown here—unless it's used in the offering's top-level navigation.

Do not remove the Emburse wordmark from the logo or change the colors.

The primary color palette should be used for all new marketing collateral and assets.

[Download Emburse Abacus Logos](#)

Full logo



Buttons



ALTERNATIVE 

Primary color palette

## Sky Blue

CMYK: 58, 0, 0, 0  
RGB: 80, 192, 232  
HEX: #50C0E8  
PMS: 2985 C

## Rich Blue

CMYK: 100, 66, 0, 76  
RGB: 12, 35, 64  
HEX: #0C2340  
PMS: 289 C

## Purple Navy

CMYK: 100, 74, 0, 45  
RGB: 0, 47, 108  
HEX: #002F6C  
PMS: 294 C

## Sea Green

CMYK: 79, 0, 91, 0  
RGB: 53, 181, 87  
HEX: #35B557  
PMS: 2257 C

# Emburse Captio

The Emburse Captio logo lockup must appear as shown here—unless it's used in the offering's top-level navigation.

Do not remove the Emburse wordmark from the logo or change the colors.

The primary color palette should be used for all new marketing collateral and assets.

[Download Emburse Captio Logos](#)

Full logo



Buttons



Primary color palette

**Daisy Yellow**  
CMYK: 0, 35, 90, 0  
RGB: 251, 176, 52  
HEX: #FBB034  
PMS: 143 C

**Rich Blue**  
CMYK: 100, 66, 0, 76  
RGB: 12, 35, 64  
HEX: #0C2340  
PMS: 289 C

**Sapphire Blue**  
CMYK: 100, 56, 0, 3  
RGB: 0, 94, 184  
HEX: #005EB8  
PMS: 300 C

**Ruby Red**  
CMYK: 25, 100, 47, 7  
RGB: 178, 31, 89  
HEX: #B21F59  
PMS: 215 C

# Emburse Cards

The Emburse Cards logo must appear as shown here.

Do not remove the Emburse word from the logo or change the colors.

The primary Emburse color palette and templates should be used on all marketing collateral and assets.

[Download Emburse Cards Logos](#)

Full logo



Buttons



ALTERNATIVE >

Primary color palette

### Rich Blue

CMYK: 100, 66, 0, 76  
RGB: 12, 35, 64  
HEX: #0C2340  
PMS: 289 C

### Electric Blue

CMYK: 91, 17, 0, 0  
RGB: 0, 151, 220  
HEX: #0097DC  
PMS: 2192 C

### Purple Navy

CMYK: 100, 74, 0, 45  
RGB: 0, 47, 108  
HEX: #002F6C  
PMS: 294 C

### Ruby Red

CMYK: 25, 100, 47, 7  
RGB: 178, 31, 89  
HEX: #B21F59  
PMS: 215 C

# Emburse Certify

The Emburse Certify logo lockup must appear as shown here—unless it's used in the offering's top-level navigation.

Do not remove the Emburse wordmark from the logo or change the colors.

The primary color palette should be used for all new marketing collateral and assets.

[Download Emburse Certify Logos](#)

Full logo



Buttons



Primary color palette

**Ruby Red**  
CMYK: 25, 100, 47, 7  
RGB: 178, 31, 89  
HEX: #B21F59  
PMS: 215 C

**Rich Blue**  
CMYK: 100, 66, 0, 76  
RGB: 12, 35, 64  
HEX: #0C2340  
PMS: 289 C

**Purple Navy**  
CMYK: 100, 74, 0, 45  
RGB: 0, 47, 108  
HEX: #002F6C  
PMS: 294 C

**River Teal**  
CMYK: 100, 3, 49, 0  
RGB: 0, 161, 157  
HEX: #00A19D  
PMS: 3272 C

# Emburse Chrome River

The Emburse Chrome River logo lockup must appear as shown here—unless it's used in the offering's top-level navigation.

Do not remove the Emburse wordmark from the logo or change the colors.

The primary color palette should be used for all new marketing collateral and assets.

[Download Emburse Chrome River Logos](#)

Full logo



Buttons



ALTERNATIVE 

Primary color palette

**River Teal**  
CMYK: 100, 3, 49, 0  
RGB: 0, 161, 157  
HEX: #00A19D  
PMS: 3272 C

**Rich Blue**  
CMYK: 100, 66, 0, 76  
RGB: 12, 35, 64  
HEX: #0C2340  
PMS: 289 C

**Indigo Blue**  
CMYK: 91, 35, 0, 55  
RGB: 10, 74, 114  
HEX: #0A4A72  
PMS: 2210 C

**Carrot Orange**  
CMYK: 0, 73, 85, 0  
RGB: 244, 99, 58  
HEX: #F4633A  
PMS: 2026 C

# Emburse Go

The Emburse Spend logo must appear as shown here.

Do not remove the Emburse word from the logo or change the colors.

The primary Emburse color palette and templates should be used on all marketing collateral and assets.

[Download Emburse Go Logos](#)

## Full logo



## Buttons



ALTERNATIVE >

## Primary color palette

**Rich Blue**  
CMYK: 100, 66, 0, 76  
RGB: 12, 35, 64  
HEX: #0C2340  
PMS: 289 C

**Electric Blue**  
CMYK: 91, 17, 0, 0  
RGB: 0, 151, 220  
HEX: #0097DC  
PMS: 2192 C

**Purple Navy**  
CMYK: 100, 74, 0, 45  
RGB: 0, 47, 108  
HEX: #002F6C  
PMS: 294 C

**Ruby Red**  
CMYK: 25, 100, 47, 7  
RGB: 178, 31, 89  
HEX: #B21F59  
PMS: 215 C

# Emburse Nexonia

The Emburse Nexonia logo lockup must appear as shown here—unless it's used in the offering's top-level navigation.

Do not remove the Emburse wordmark from the logo or change the colors.

The primary color palette should be used for all new marketing collateral and assets.

[Download Emburse Nexonia Logos](#)

Full logo



Buttons



Primary color palette

## Sapphire Blue

CMYK: 100, 56, 0, 3  
RGB: 0, 94, 184  
HEX: #005EB8  
PMS: 300 C

## Rich Blue

CMYK: 100, 66, 0, 76  
RGB: 12, 35, 64  
HEX: #0C2340  
PMS: 289 C

## Electric Blue

CMYK: 91, 17, 0, 0  
RGB: 0, 151, 220  
HEX: #0097DC  
PMS: 2192 C

## Daisy Yellow

CMYK: 0, 35, 90, 0  
RGB: 251, 176, 52  
HEX: #FBB034  
PMS: 143 C

# Emburse Spend

The Emburse Spend logo must appear as shown here.

Do not remove the Emburse word from the logo or change the colors.

The primary Emburse color palette and templates should be used on all marketing collateral and assets.

[Download Emburse Spend Logos](#)

## Full logo



## Buttons



ALTERNATIVE >

## Primary color palette

### Rich Blue

CMYK: 100, 66, 0, 76  
RGB: 12, 35, 64  
HEX: #0C2340  
PMS: 289 C

### Electric Blue

CMYK: 91, 17, 0, 0  
RGB: 0, 151, 220  
HEX: #0097DC  
PMS: 2192 C

### Purple Navy

CMYK: 100, 74, 0, 45  
RGB: 0, 47, 108  
HEX: #002F6C  
PMS: 294 C

### Ruby Red

CMYK: 25, 100, 47, 7  
RGB: 178, 31, 89  
HEX: #B21F59  
PMS: 215 C

# Emburse Tallie

The Emburse Tallie logo lockup must appear as shown here—unless it's used in the offering's top-level navigation.

Do not remove the Emburse wordmark from the logo or change the colors.

The primary color palette should be used for all new marketing collateral and assets.

[Download Emburse Tallie Logos](#)

Full logo



Icon



ALTERNATIVE >

Primary color palette

## Sea Green

CMYK: 79, 0, 91, 0  
RGB: 53, 181, 87  
HEX: #35B557  
PMS: 2257 C

## Rich Blue

CMYK: 100, 66, 0, 76  
RGB: 12, 35, 64  
HEX: #0C2340  
PMS: 289 C

## Midnight Green

CMYK: 94, 12, 43, 49  
RGB: 13, 83, 88  
HEX: #0D5358  
PMS: 7721 C

## Daisy Yellow

CMYK: 0, 35, 90, 0  
RGB: 251, 176, 52  
HEX: #FBB034  
PMS: 143 C

# Imagery

**34** Photography Style

**35** Image Crop

## Photography Style

Images used for Emburse collateral echo our mission to humanize work.

Photographs should show people enjoying life at work and home. Choose images that feature subjects interacting with each other or technology to reflect the simplicity of Emburse products and our dedication to empowering employees and CFOs alike.

The tone of the images should be warm and relatively unfiltered. We often overlay copy on photographs, so it's essential to use images where the subject is off-center to prevent copy from obstructing faces.

To access images for use on Emburse-branded collateral, please contact [brand@emburse.com](mailto:brand@emburse.com).



# Image Crop

Cropped image treatments are for photographs that are not being used at full width.



### Rounded Corner and Tilt

Image is cropped using a single rounded corner shape and rotated 10 degrees counter-clockwise. Subject should still be visible, with no crucial detail being cropped out.



### Rounded Diagonal Corner

Image is cropped using the container of the Emburse “E” icon. This is a good treatment for web pages as it allows for the most flexibility of placement.



### Rounded Single Corner

Image is cropped using a single rounded corner. Subject should still be visible, with no crucial detail being cropped out.



### Rounded Full Corner

Image is cropped using a fully rounded corner. The image should always be placed in a corner. Subject should still be visible, with no crucial detail being cropped out.

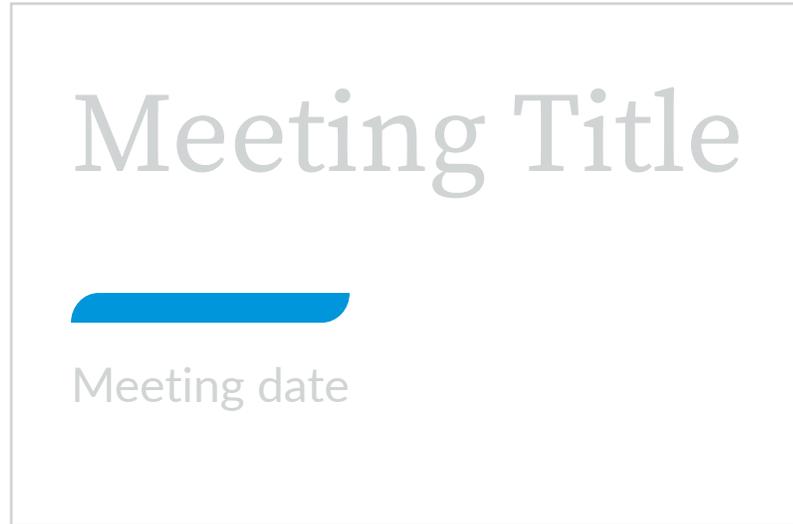
# Brand Elements

- 37** Emburse Bar
- 38** Emburse Petals
- 39** Emburse Petals Color Combinations
- 40** Emburse Petal Chain
- 41** Customized QR Codes

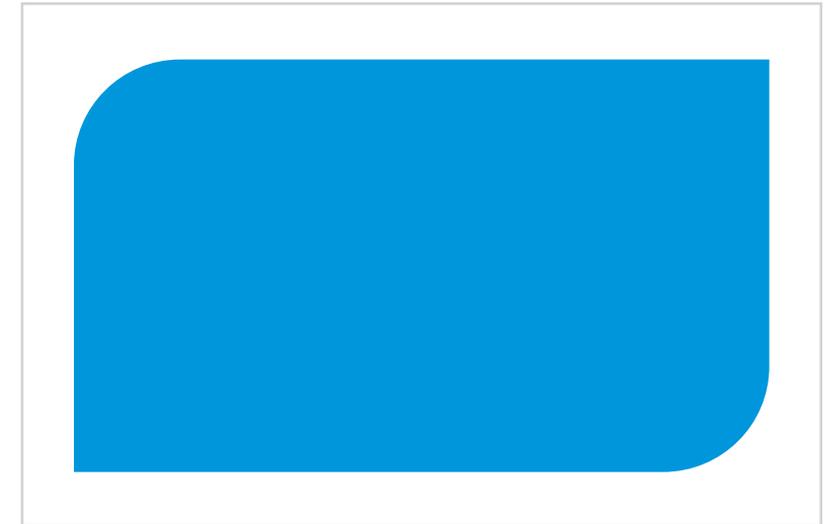
## Emburse Bar

Inspired by the “E” icon, the Emburse Bar can be used as a subtle background shape or a bold element to add color and prominence to a layout.

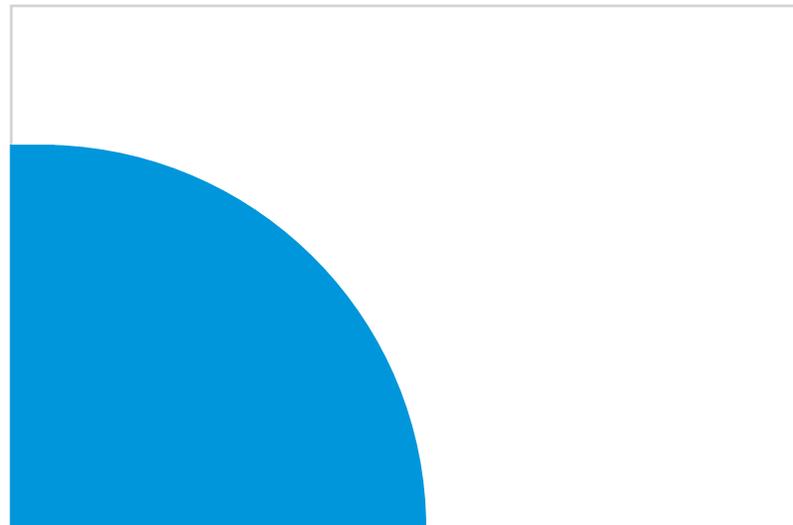
The size of the bar can be flexible. For example, the height of the full bar can be adjusted based on its use case.



Divider bar (used in presentations)



Full bar



Rounded corner



Cropped bar

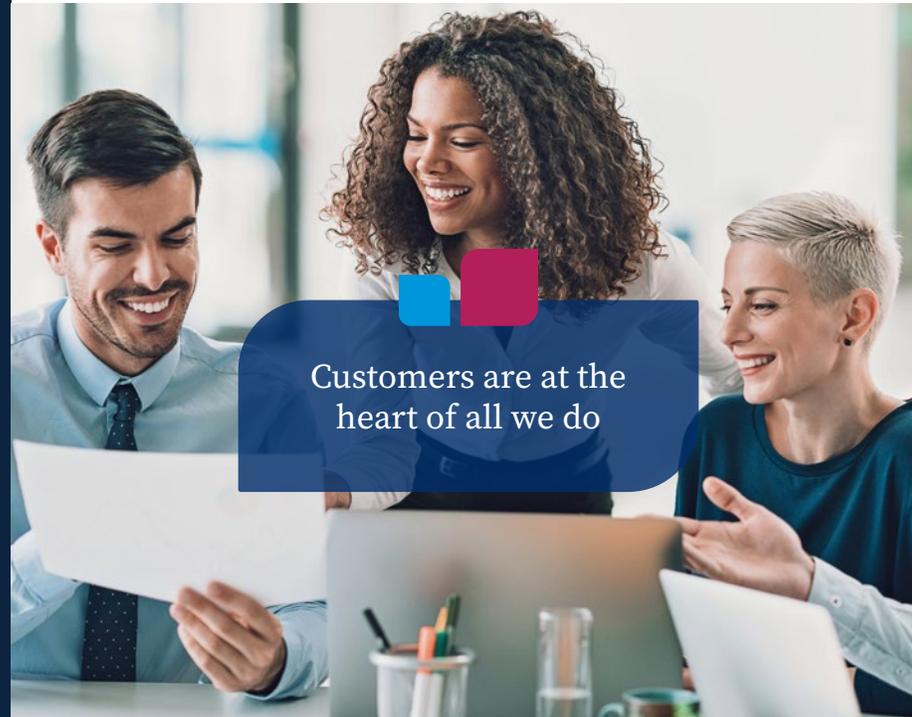
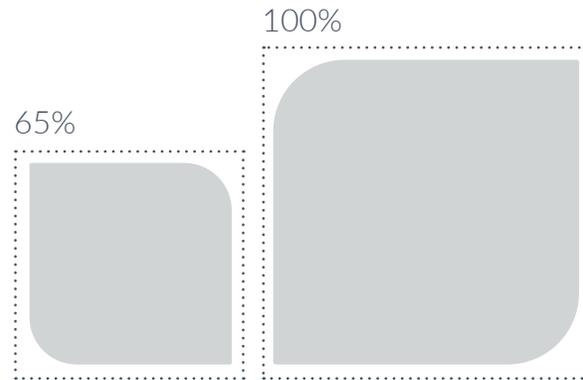
## BRAND ELEMENTS

# Emburse Petals

Emburse Petals mirror our icon and imply that we help teams flourish. Use the petals element thoughtfully and sparingly. The petals combine two rounded diagonal corner rectangles, the left set in Electric Blue and the right in Ruby Red.

Text boxes can be decorated with the petals. The shape holding the text box should be set to 80% opacity when overlaid on a photograph.

Petals can also supplement short, simple messaging, like the closing slide of a PowerPoint presentation.



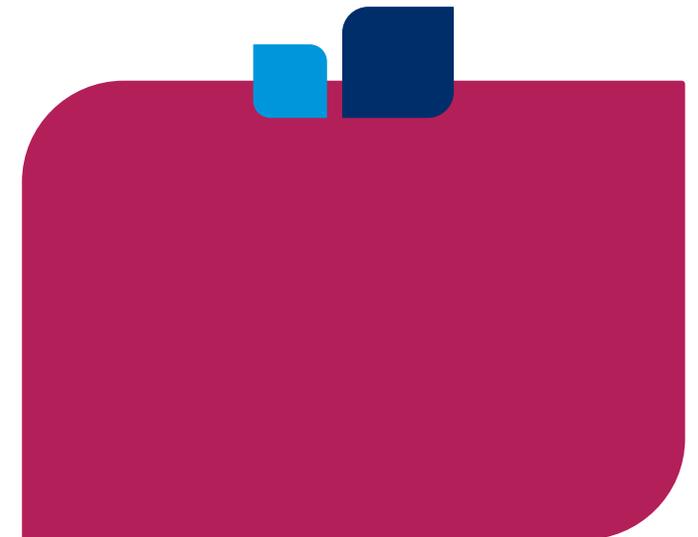
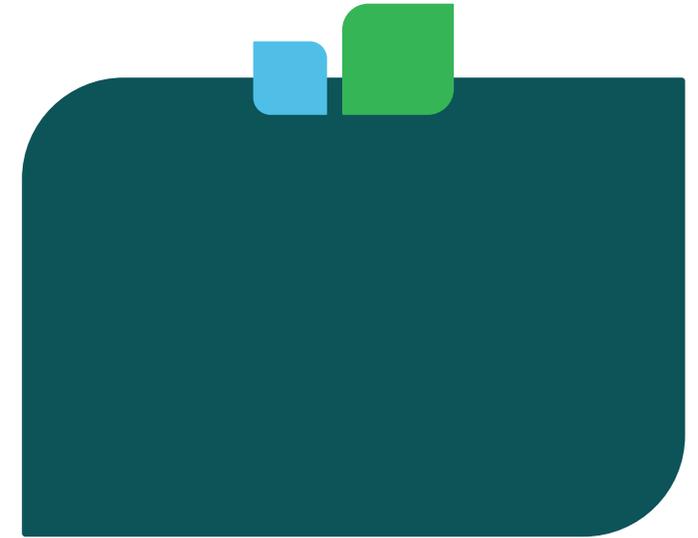
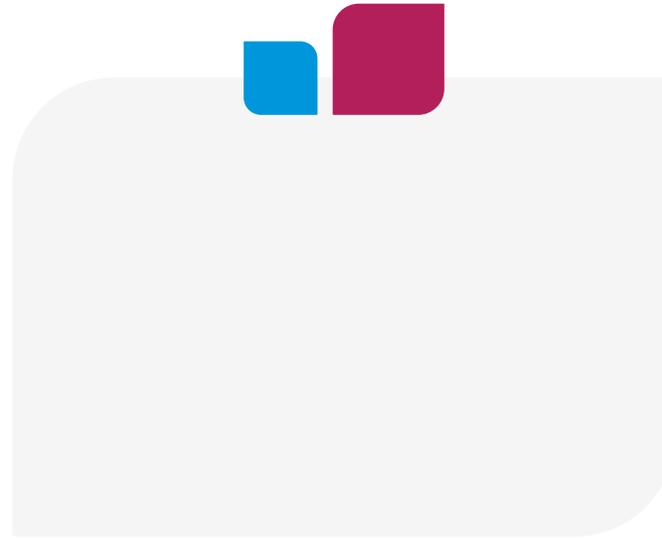
# Thank You



Customers are  
at the heart  
of all we do

## Emburse Petals Color Combinations

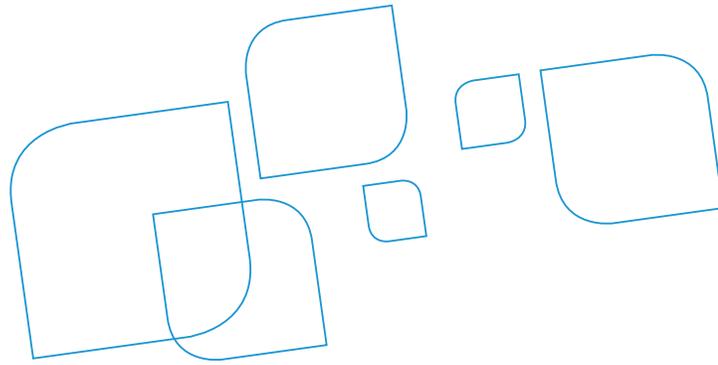
Using the primary and secondary palettes provides a variety of color combinations for the Emburse Petals design element.



## Emburse Petal Chain

We use the Emburse Petal Chain design element in tradeshow booths, social graphics, email headers, and more. Each Petal Chain is customized to ensure it works properly in the defined space.

Contact [brand@emburse.com](mailto:brand@emburse.com) if you want to include one in your materials.



**emburse**

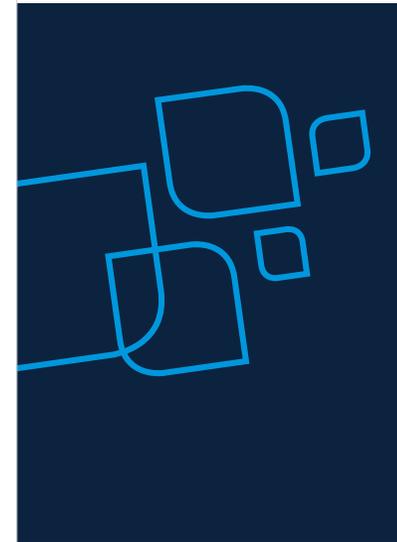
Just because you're automated, doesn't mean you're **optimized.**

- Improve financial health
- Expand spend visibility
- Improve compliance
- Humanize work for everyone



**Put your bank at the center of business spend**

Combine your unique capabilities with our solutions to create better experiences for our joint customers



## Customized QR Codes

A QR (quick response) code provides easy access to online information through a smartphone or tablet's digital camera.

We typically employ QRs at events and on out-of-home promotional pieces as a way of driving traffic to a landing page or specific piece of content.

Contact [brand@emburse.com](mailto:brand@emburse.com) to request a custom QR code for a campaign.



# Iconography

**43** Icon Library

**44** UI Icon/Spot Illustration Set

## ICONOGRAPHY

# Icon Library

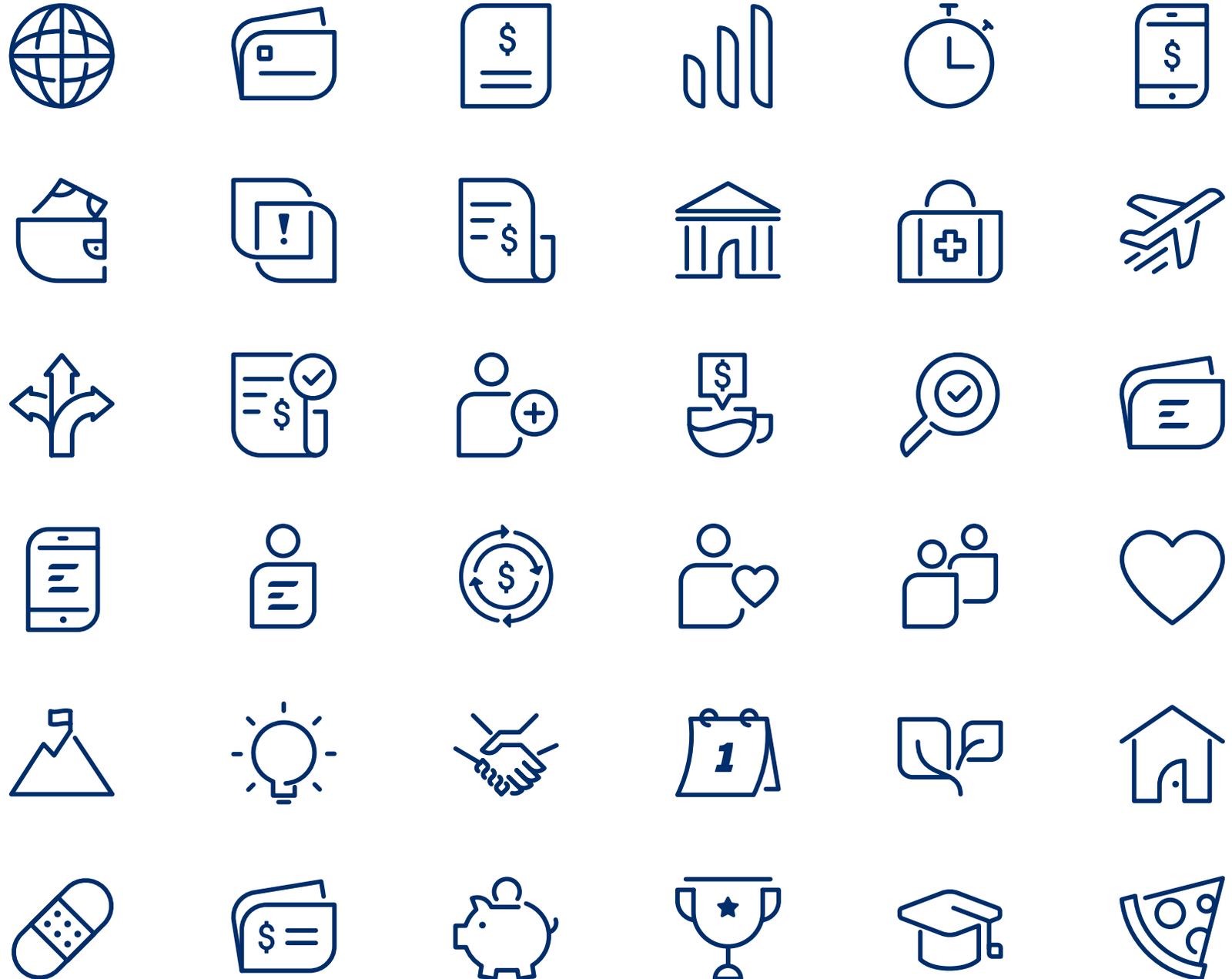
Emburse has a growing library of customized icons. They accompany copy on printed collateral and in PowerPoint presentations to help simplify complex ideas. They can also be used in emails and newsletters.

The primary color for our icons is Purple Navy, but can also be set in Electric Blue or White depending on the use case.

### Download Icon Library

#### Need a new icon?

Fill out a request form [here](#) to let us know what you need represented.



## ICONOGRAPHY

# UI Icon/Spot Illustration Set

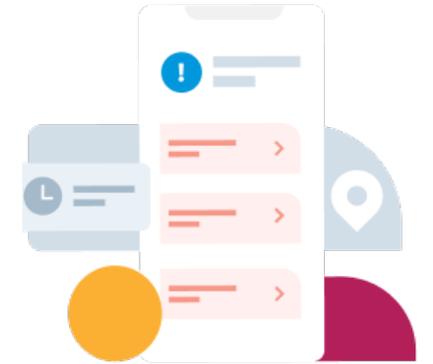
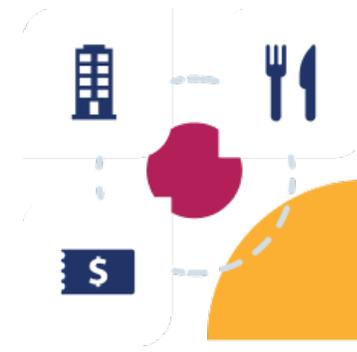
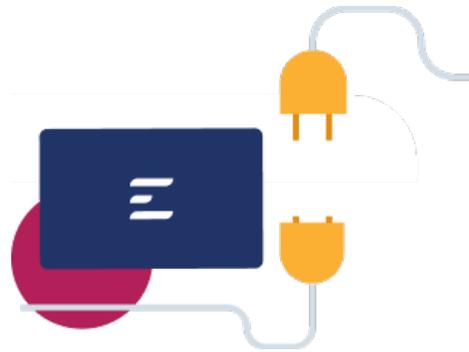
This icon and illustration set is approved for use within videos, animations, and in some cases, PowerPoint Presentations. Each product offering has its own set of illustrations.

Any other usage requires approval by the brand team. Contact [brand@emburse.com](mailto:brand@emburse.com) for more information.

### Download Emburse Illustration Set

#### Need a new icon or spot illustration?

Fill out a request form [here](#) to let us know what you need represented.



# Video and Animation

- 46 Video Overview
- 47 Video Production
- 48 Video Examples

# Video Overview

Video is an important tool for conveying complex ideas quickly. In addition to the brand guidelines for colors, icons, photography, typography, tone of voice, and naming conventions, follow these formatting guidelines in all video content.

## Questions?

This is a living document that may evolve with time. Contact [brand@emburse.com](mailto:brand@emburse.com) with any questions you may have about video content styling.

## Intro and outro

Use our standard Emburse bumper animation for intro and outros. You can find those files [here](#).

## Video scripts and voice acting

When selecting voiceover talent, choose an actor with a friendly tone and who can take direction and critique. Choose an accent that matches the primary geographical usage for the video. If the video will be used globally, please choose a US accent.

## Music selection and licensing

Choose music that is uplifting and empowering. Be sure to select an appropriate license type for how the piece is being used. Videos used on national ad spots may have different licensing requirements compared with videos used on a website.

## Product names in voiceovers

Use the full name of the product as per our brand naming conventions on the first mention. Every subsequent product mention can use the product name without Emburse leading.

E.g., “Emburse Certify takes the bite out of reporting spend. As employees make purchases, each transaction syncs in Certify for easy review.”

## Video artwork

Focus on the artwork and scripting to communicate your intended narrative. Typography should be used sparingly so viewers spend less time reading. Follow typographic guidelines for formatting and hierarchy.

## Video production and approvals

All video content must be reviewed/approved by Creative Services prior to publication on any channel.

To avoid potential conflicts or delays: 1) Add time to your project planning for their review/edits, and 2) Inform the Senior Director, Creative of your project’s development as early as possible.

# Video Production

## Logo usage in videos

Please use the Emburse logo in all videos. The product offering logo should only be used in product screenshots (e.g., Emburse Analytics, Emburse Pay).

## Petal usage

Petals may be used as containers for text and icons, including a “double petal”. Please ensure overlapping petals are positioned equidistantly. For example, the lower petal has the same space on the left side and the bottom from the overlapping petal.

## Colors

Use the Emburse primary palette in videos. Iconography can pick up colors from the secondary palette if needed, but please keep color usage thematically consistent. Additionally, keep in mind that it is important to ensure WCAG compliance on videos (as well as other digital properties.)

[Here](#) is a quick reference to ensure your text meets the minimal requirements.

## Imagery

Please use images from our photography library that illustrate the subject matter of the video being produced.

## Font usage

Please keep fonts consistent in size from frame to frame unless intentionally modifying the emphasis for a word or phrase.

## Icon and illustration usage

Use our approved UI Icon/Illustration set for videos when illustrations are needed. Please use themed icons consistently throughout, e.g., expense icon is used only for expense-related frames. Do not use the print and PowerPoint icon library in videos.

## Lower third graphics

[See pages 50–52 for details.](#) Any variations to lower third creative executions will need to be approved by the brand team.

# Video Examples: Imagery, Icons, and Fonts



### Get more of your time back

- ✓ Virtual and physical cards with spending rules
- ✓ Automatic expense categorizations
- ✓ Instantaneous funding requests and approval



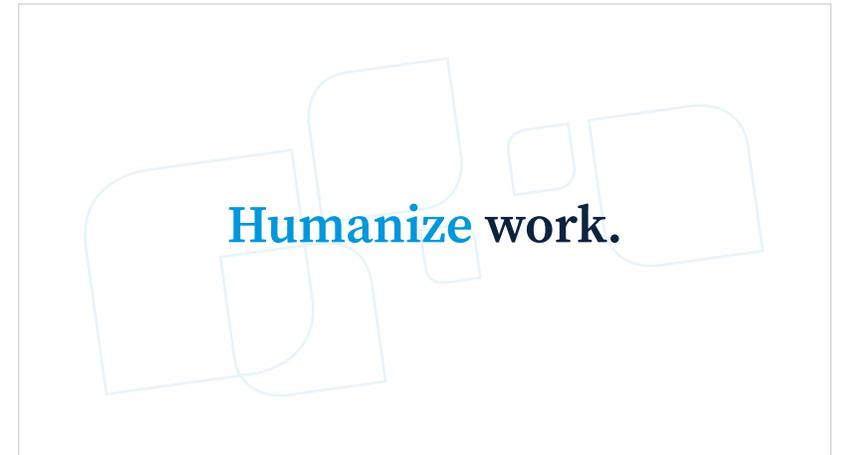
### Budget better

- ! Centralize your expense and audit solutions
- ! Create custom rules for any type of spend
- ! Lower operational costs and free employees to focus



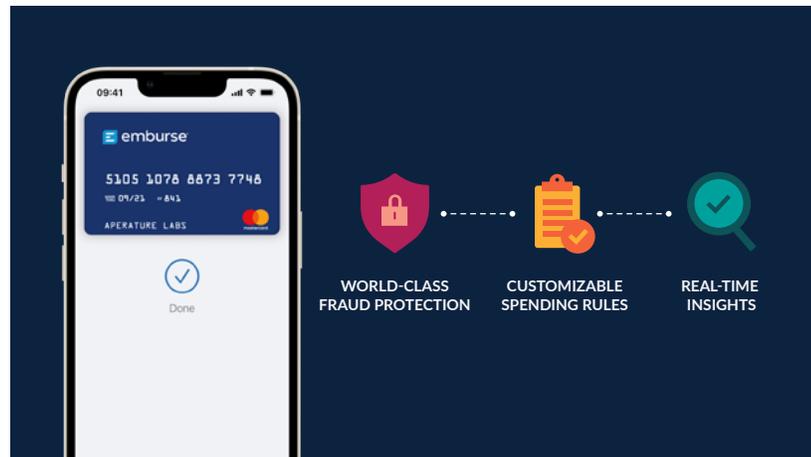
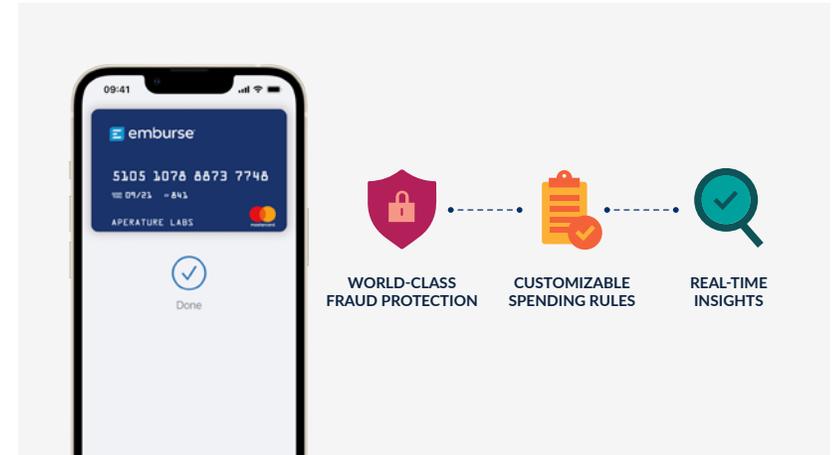
### Business rules engine ensure compliance

- ✓ Global-ready solutions for international payments
- ✓ Smooth implementations and expert support



### Humanize work.

# Video Examples: UI Illustrations



## Video Examples: Lower Thirds

### Option 1:

The “double petal” lower third should be implemented precisely as shown with animation building from left to right.

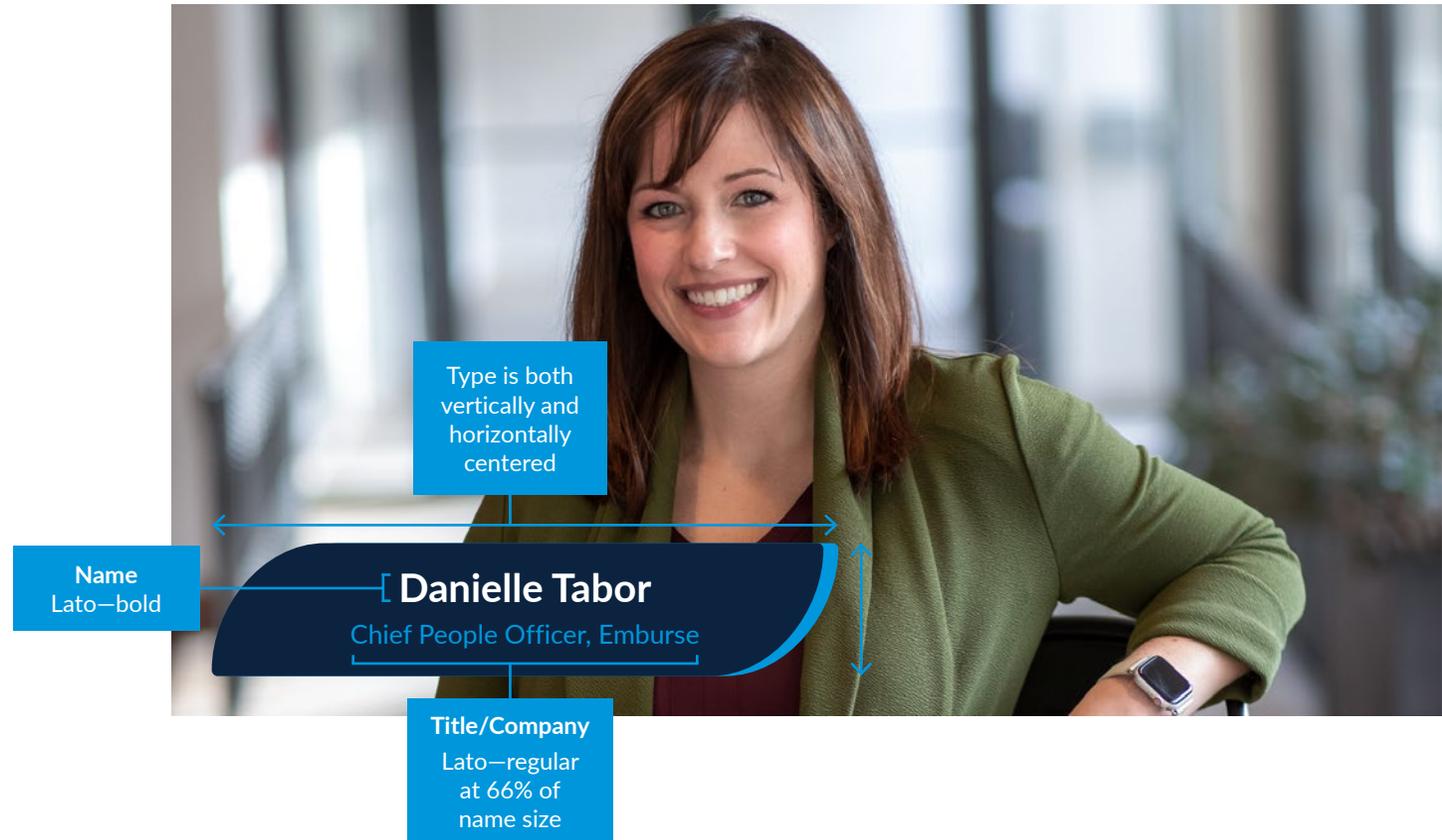
The top petal is 100% Rich Blue and the bottom is 100% Electric Blue.

Set the type for the talent’s name in white and in Electric Blue for the title, department, and company. The full “double petal” should be seen within the video frame and should not be cropped.

All type should be vertically and horizontally aligned within the petals.

Our lower third templates can be found [here](#). Any variations to the lower third designs will need to be approved by the [brand team](#).

### Option 1



## Video Examples: Lower Thirds

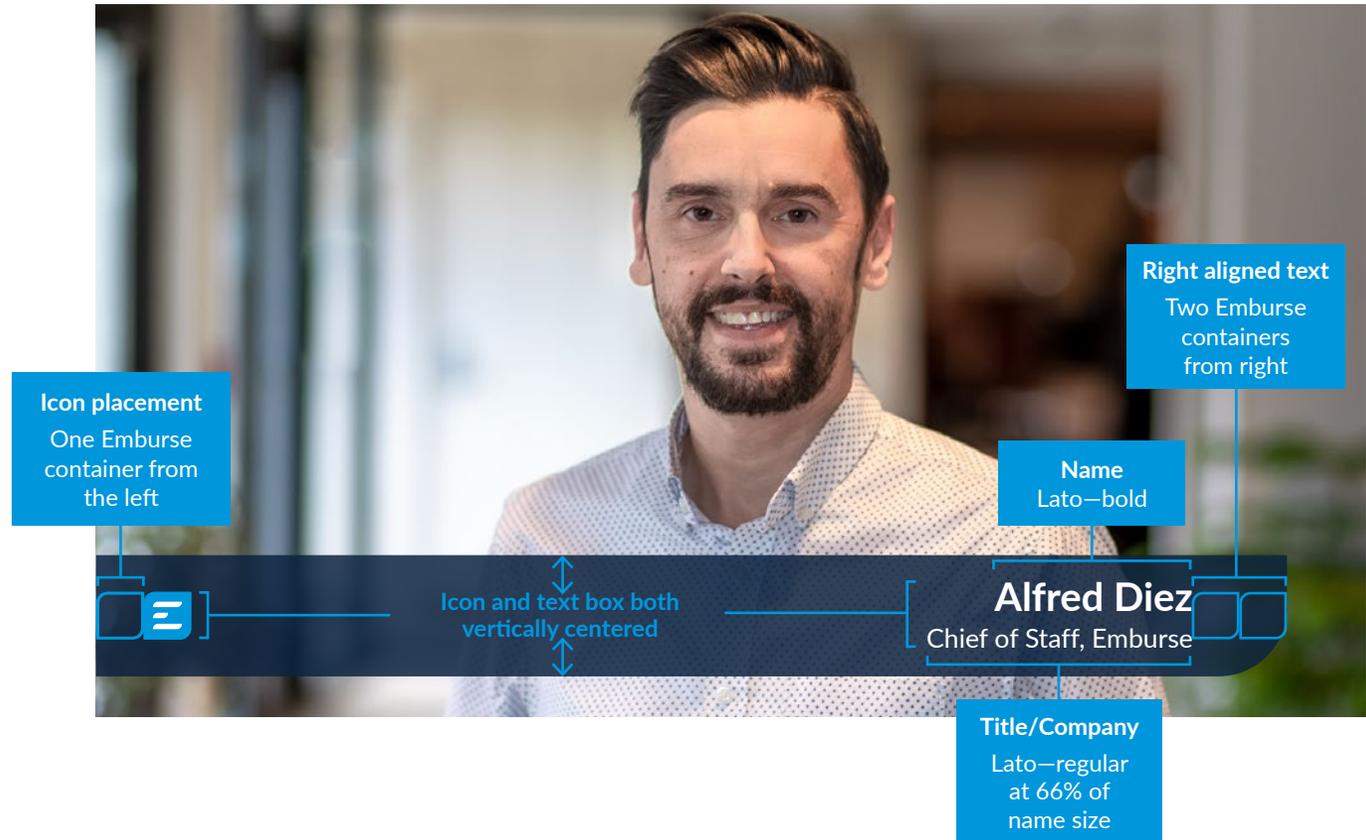
### Option 2 (blue):

The “single petal” lower thirds should utilize an 85% Rich Blue background with white text.

The Emburse icon should appear in full color on the left side of the bar and the text should be right-justified as shown. The lower third should be animated and built from left to right.

Our lower third templates can be found [here](#). Any variations to the lower third designs will need to be approved by the [brand team](#).

### Option 2



## Video Examples: Lower Thirds

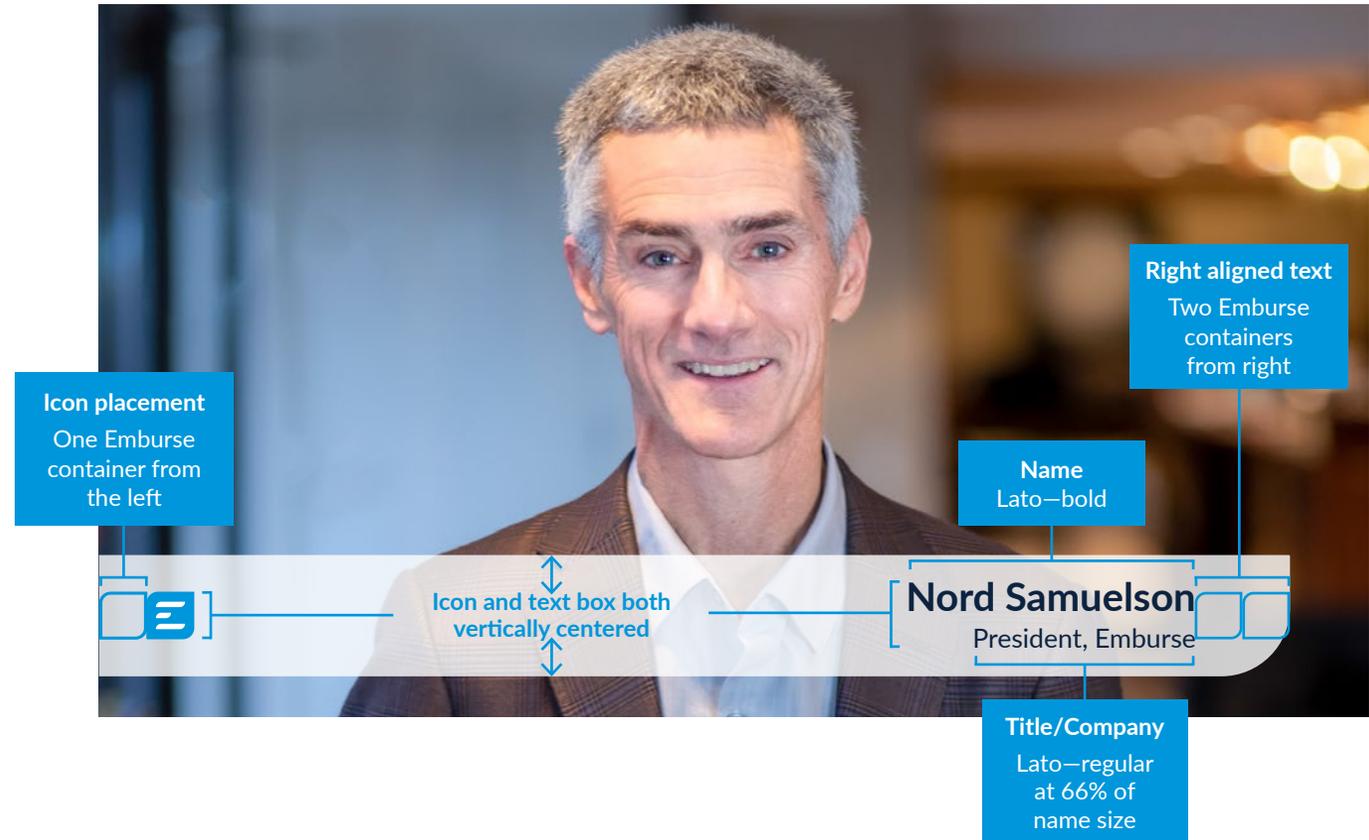
### Option 2 (white):

The “single petal” lower thirds should utilize an 80% white background with Rich Blue text.

The Emburse icon should appear in full color on the left side of the bar and the text should be right-justified as shown. The lower third should be animated and built from left to right.

Our lower third templates can be found [here](#). Any variations to the lower third designs will need to be approved by the [brand team](#).

### Option 2



# Brand Messaging

- 54** Tone of Voice
- 55** Brand Attributes
- 56** Mission Statement
- 57** Core Values
- 58** Copyright Designation  
& Legal Disclaimers
- 59** Pronouncing Emburse

## Tone of Voice

# Real. Caring. Vibrant. Humble.

These four words define the Emburse personality and must be echoed in every communication we create. Through consistent use, Emburse will be embraced as a compassionate, human-centric brand.

Choose words that energize, support, and enrich the audience—without patronizing them. Write conversationally to prospects and customers alike, as if they're sitting across from us. Explain complex concepts clearly to inspire and empower action.

It's easiest to think of Emburse as a seasoned entrepreneur. We have the know-how to get customers where they'd like to go, without ego or drama.

## Brand Attributes

# Helpful. Mindful. Bold.

The Emburse brand attributes echo our dedication to humanizing work. We aim to elevate our audience's everyday experience through considerate communications and insightful content.

Every touchpoint, from a brief email or data-rich industry report to the experience of buying our products, leaves our audience feeling understood and cared for.

Our audience recognizes us by the boldness of our mission and our unwavering commitment to empowering an organization's success through automation.

## Mission Statement

# We humanize work

Our mission is to help make our customers' lives—and their businesses—better. We are dramatically transforming how organizations manage corporate expenses and invoices.

We humanize work by automating manual tasks and saving users' time to focus on what matters most—their family, community, and more rewarding work.

## Core Values: SEE IT



### Sincerity

We are sincere, honest, transparent, and continually strive to be better—for employees, customers, and partners.



### Empathy

We understand others' needs and feelings, connect on a human level, and see the world through the lens of people first.



### Empowerment

We encourage team members to proactively address challenges and develop solutions that meet the needs of our people, customers, and partners.



### Individuality

We celebrate the unique talents, ideas, and thinking that drive toward innovation, growth, and personal fulfillment.



### Teamwork

Working together, within our company and with our customers and partners, results in better outcomes for everyone.

# Copyright Designations & Legal Disclaimers

**Designate proper ownership for all net-new Emburse content.** Add © Emburse, Inc. in close proximity to the proprietary content. If the collateral is written, you can place © Emburse, Inc. at the end of the content piece.

Do not use copyright-protected materials of third parties in your emails, newsletters, or other content pieces without explicit permission from the owner, unless the material is in the public domain or you can clearly satisfy the standards of the fair use doctrine. Always properly attribute the rightful owner for any third-party material you have permission to use.

All contracts should be signed in the name of Emburse, Inc. on behalf of itself and its affiliates.

## Copyright, registration, and trademark designations

Ensure all images and/or trademarked properties are paired with the appropriate designation symbols (©, ®, ™).

## Emburse material disclaimer

Include this paragraph in content that does not contain third-party trademarks.

*This material has been prepared for general informational and educational purposes only, and it is not intended to provide, and not to be relied upon for, or to replace professional tax, legal, or accounting advice. You should always consult your own tax, legal, and accounting advisors before engaging in any transaction. The use or reliance on any information herein is at your own risk.*

## Third-party trademark use disclaimer

Include this paragraph in content that contains third-party trademarks.

*Some references may appear on this website or product descriptions to trademarks belonging to others not affiliated with Emburse, Inc. (or its affiliates). All such third-party trademarks are the property of their respective owners. Use of such trademarks is not intended to imply (expressly or otherwise) any sponsorship, endorsement or approval of this content by the owners.*

**NOTE:** There are instances where the content you produce requires both the Emburse material disclaimer and the third-party trademark use disclaimer.

## Pronouncing Emburse

We are fortunate to have many different languages spoken here at Emburse. As such, there can be many ways to pronounce the same word.

To maintain consistency globally, please follow these pronunciation guidelines.

**Emburse:** [em**BURSE**]

Our company name, Emburse, is pronounced similar to the word *reimburse*.

The emphasis is placed on the second syllable.

# Naming Conventions

**61** Emburse Portfolio  
Naming Convention

**62** Emburse-level Product  
Naming Convention

# Emburse Portfolio Naming Convention

To help build awareness of the Emburse brand, we strategically add the name before a product or offering in text. Refer to this list for guidance on specific uses by collateral type.

## This naming convention applies across the Emburse portfolio:

- Emburse Abacus
- Emburse Captio
- Emburse Cards
- Emburse Certify
- Emburse Chrome River
- Emburse Go
- Emburse Nexonia
- Emburse Spend
- Emburse Tallie

## Ads (digital and print)

- Add Emburse to the first use of the offering name, whether it's the headline or body copy

## Datasheets

- Add Emburse to the first use of the offering name, whether it's the title, headline, or body copy of the document
- This is only needed once for multi-page documents

## Display booths, physical presence

- Add Emburse to the offering name in a prominent panel within the space/booth design, whether it's a headline or body copy

## Email

- Add Emburse to the offering name when used in a subject line
- Even if it appears in the subject line, add Emburse to the first use of the offering name within the email, whether it's in the header or body

## Long-form publications

- Add Emburse to the first use of the offering name, whether it's the title, headline, or body copy of the document
- This is only needed once for multi-page documents (blogs, press releases, case studies, whitepapers, e-books, infographics, etc.)

## Presentation decks

- Add Emburse to the first use of the offering name, whether it's a title slide, headline, or in the body copy of the deck
- This is only needed once per presentation

## Quotes/testimonials

- Never alter the text of a quote/testimonial provided by customers to force the naming convention requirement

## Social

- Add Emburse to the first use of the offering name within the written text of a social post
- This is in addition to the offering's social channel account name

## Webpages

- Add Emburse to the first use of the offering name, whether it's the headline or body copy of the page, and every header/subhead after that
- This must be done on every webpage within an offering's site to ensure consistency from different visitor entry points

## Video content

- (Visuals) Use of the offering's co-branded, animated video bumper file satisfies the requirement for any text/visual in the video
- (Voiceovers) Add Emburse to the first use of the offering name in the script

## Emburse-level Product Naming Conventions

Specific offerings developed for use across Emburse's portfolio of offerings contain the brand name.

This, too, is a living list that will evolve with time. Exceptions may be made depending on unique circumstances.

Contact [brand@emburse.com](mailto:brand@emburse.com) with any questions you may have about working with our naming conventions.

Examples:

Emburse Analytics

Emburse Audit

Emburse Cards

Emburse Pay

“

Emburse<sup>®</sup> solutions humanize work by providing products and services that make it easier for people to do their jobs.

**Craig Lundskog**

Finance Director & Controller  
Great Basin Industrial

# Humanize work

For additional information contact:

Christina Gruen, *Senior Director, Brand*

Jane Cormier, *Senior Director, Creative*

[brand@emburse.com](mailto:brand@emburse.com)

